

ABSTRACT

This research was conducted based on the problems seen in the community related to the problem of competition between two large online travel agent companies in Indonesia through the eyes of consumers, namely Traveloka and Tiketcom. This research was made with the aim to find out how the factors to be analyzed include Online Advertising, Website Quality, and Trust as an independent variable capable of influencing consumer buying interest as a mediating variable until consumers decide to make a purchase on the Tiketcom site.

The sampling method in this study is non probability sampling, by distributing questionnaires to respondents and using purposive sampling technique. The sample used in this study amounted to 150 respondents who had made purchases on the Tiketcom site at least 1 time. This study uses a multiple linear regression analysis tool with a significance level of 0.05. The analytical method used is quantitative methods including validity and reliability test, classical assumption test, multiple regression test, determination coefficient, F test, t test with SPSS 23.0 analysis tool.

The results showed that online advertising, website quality, and trust have a simultaneous effect on buying interest, and buying interest has a simultaneous influence on purchasing decisions. Online advertising and website quality have a positive and significant influence on buying interest. Trust has a positive and insignificant influence on buying interest. Buying interest has a positive and significant effect on purchasing decisions.

Keywords: Online Advertising, Website Quality, Trust, Buying Interest, Purchasing Decision, Online Travel Agent